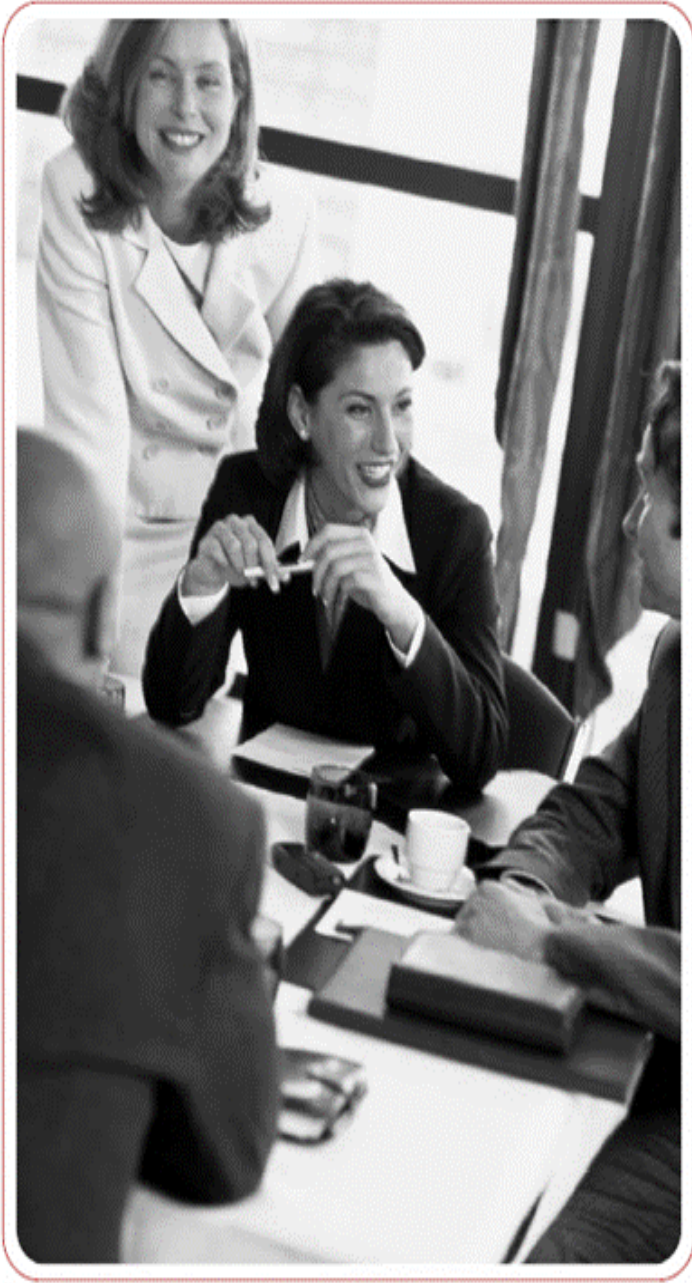




TOASTMASTERS
INTERNATIONAL®



Attracting New Members to Your Club

Club Officer Training

**By Lieutenant Governor Marketing
Marian Hsiao, ATM-S, AL**

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爲何要招募新會員？

The Club will reach its potential and be most beneficial to its members only when it has 20 or more members. Having 20 or more members also will make it easier for the Club to become a Distinguished Club.

分會要發揮最大的潛能並且它的會員們也能獲得最大的幫助時，會員人數必須達到二十人或二十人以上。也唯有如此，分會也將更容易成爲一個傑出的分會。

Now we live in a dynamic society. People are highly mobile. Change is the norm rather than the exception. It's vital to the future of the Club that there be a constant influx of new members. When Clubs grow, everyone benefits. With more members, a Club gains:

現在我們居住在動態的社會裡。人口快速移動。變遷是一種常態，而不是例外。

分會必須不斷的有新會員加入對分會的未來來說是非常重要的。當分會成長時，每個會員都受益。有著更多的會員，分會可以得到的好處如下：

1. **Better Club programs; more variety, experiences, and resources to draw upon and enrich the entire Club Program**
分會的節目會更好；節目有更多的變化，分會有更多經驗及資源可加以利用，更可豐富分會的各種節目。
2. **Depth of Club leadership** 更加深入的分會領導技巧
3. **Greater representation of Toastmasters throughout your community or organization**
你的社區或者你的社團有更多的演講會會員代表
4. **Greater financial resources for Club programming and projects**
分會的節目安排及計劃有著更多的經濟資源
5. **More people served and helped by Toastmasters' programs**
更多人願意服務及幫忙
6. **1. More enthusiasm at Club meetings.**
對分會會議更加熱心

Five Steps for Building Club Membership

招募新會員的五個步驟

Step One: Organize for growth

步驟一：有計劃性的成長

- | | |
|---|--------------|
| (1) Set membership targets | 設定會員人數目標 |
| (2) Organize a committee or task force | 組成委員會或特別小組 |
| (3) Use all avenues for researching prospects | 運用各種途徑找尋潛在會員 |
| (4) Share your success | 分享你的成功經驗 |
| (5) Present TI awards to performers | 獎勵成效卓越者 |

Step Two: Find Those Prospects

步驟二：尋找潛在的會員

Find people in need, and get them to attend meetings. For Toastmasters, word-of-mouth is the best advertising, and you are the sales force.

找尋有此需求的人來參加會議。對中華民國演講協會來說，口耳相傳是最好的廣告。而你self就是絕佳的推廣人員。

Step Three: Make Every Meeting A Sales Tool

步驟三：每次會議都是最佳的推廣工具

Excellent meetings are the best selling tools your Club can have. Make every meeting strive for excellence in.....

優質的分會會議是展示中華民國演講協會優點的最好機會。

設法每次的會議都能在~~

- | | |
|--------------|-----|
| (1) Style | 風格上 |
| (2) Climate | 氣氛上 |
| (3) Purpose. | 目的上 |

追求卓越，符合需求。

Step Four: Help Them Decide To Join

步驟四：幫助他們下定決心入會

Use questioning and listening to discover prospect's needs. Then guide them toward joining by using the S.A.B. Formula, describing the features of the Toastmasters program and "Closing The Sale".

使用發問和聆聽來發現潛在的會員的需求。然後採用解答，優點，益處，演講會的特徵，它對會員的獲益，最後利用推廣來幫助他們下定決心入會。

- (1) **S**olution --- How to solve the problem or meet the need?
解答 -----如何解決問題或者如何符合需求?
- (2) **A**dvantage- -Why is this the best solution to the problem?
優點 -----為什麼這是最好的解決方法?
- (3) **B**enefit -----How it will benefit the individual. What will it do for you?
益處 -----它如何讓個人獲益。它能為你做什麼?
- (4) **F**eatures ---- How does the Toastmasters program work?
特徵 ---- 國際演講會如何運作? 成效如何
- (5) **C**losing The Sale 推廣
 C-----**C**omparison 比較
 L-----**L**oss 損失
 O-----**O**pinion 意見
 S-----**S**tory 故事
 E-----**E**xample 例證

Step Five: Start them Off Right

步驟五：開始行動

- | | |
|----------------------------------|------------|
| (1) Tell them about Toastmasters | 讓他們瞭解國際演講會 |
| (2) Coach them to excellence | 輔導他們追求完美 |
| (3) Induct them with flair | 帶領他們光榮宣誓入會 |
| (4) Get them speaking | 讓他們有發言的機會 |